

1905.



THE NEW

ALL-BRITISH

MOTOR-CAR.



C. S. ROLLS & CO.,

14 & 15, CONDUIT STREET,
REGENT STREET,
LONDON, W.

1905.



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C. S. ROLLS & CO.,

14 & 15, CONDUIT STREET,
REGENT STREET,
LONDON, W.

Complete specification will
be sent on application to
C. S. ROLLS & CO.,
14 & 15, Conduit Street,
London, W.

See post-card enclosed.

January, 1905.

C. S. ROLLS & Co.

Head Offices & Show-rooms:

14 & 15, Conduit St., Regent St., London, W.

Telegrams: "Rolhead, London."

Telephones: 1497 Gerrard, and 1498 Gerrard.

Branch Office and Show-room:

28, BROOK ST., BOND ST., LONDON, W.

Telegrams: "Rollicking, London."

Telephone: 2328 Gerrard.

Repair Shops and Garage:

LILLIE HALL, SEAGRAVE RD., FULHAM, S.W.

(Adjoining West Brompton Station.)

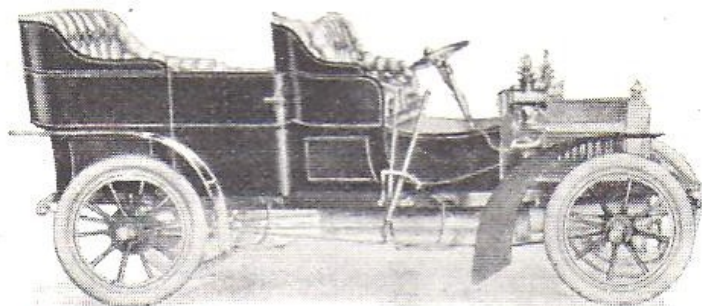
Telegrams: "Sideslip, London."

Telephones { 1692 Kensington.
104 Kensington.

WORKS: MANCHESTER.

“BARKER” BODIES ON ROLLS-ROYCE CHASSIS.

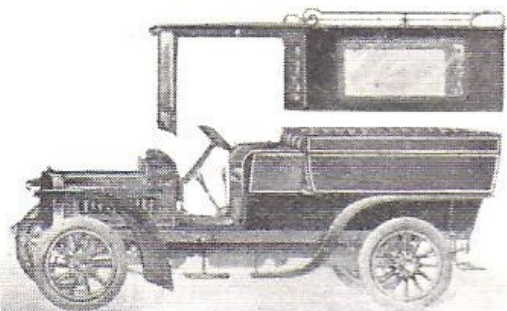
TONNEAU, Side Entrance.



The above complete on:

15 h.p., 3-cylinder	R-R Car	-	-	£505
20 h.p., 4-cylinder	R-R Car	-	-	£655
30 h.p., 6-cylinder	R-R Car	-	-	£895

SHOOTING BRAKE.



The above complete on:

15 h.p., 3-cylinder	R-R Car	-	-	£590
20 h.p., 4-cylinder	R-R Car	-	-	£735
30 h.p., 6-cylinder	R-R Car	-	-	£980

Other Types on application.

REPAIR WORKS AND GARAGE.

C. S. ROLLS & CO. have extensive works at Lillie Hall, Seagrave Road (W. Brompton Station), which are equipped with the most modern tools and machinery for effecting Repairs and Adjustments TO ALL MAKES OF CARS. They are

REPAIRERS TO H.M. WAR OFFICE and THE
AUTOMOBILE CLUB OF GREAT BRITAIN
AND IRELAND.

Separate Lock-up Compartment for each car
undergoing repair.

The **ROLLS-ROYCE** Cars have been designed on the multiple system, which gives complete

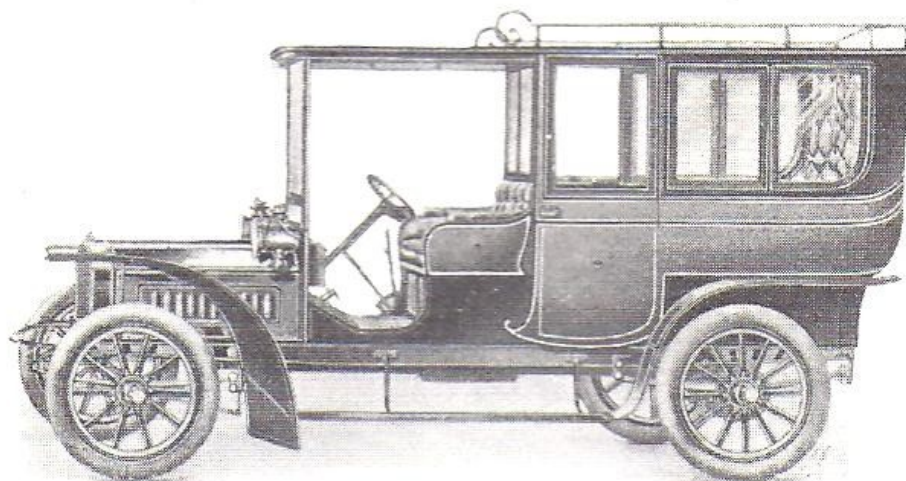
INTERCHANGEABILITY OF PARTS.

The cylinder dimensions are the same for the 2-, 3-, 4-, and 6-cylinder cars; such parts therefore as valves, pistons, connecting rods, etc., are the SAME in ALL TYPES and are interchangeable.

OWNERS OF R-R CARS

Will thus be able to obtain any duplicate part immediately and without any uncertainty as to size, etc.

30 H.P. ROLLS-ROYCE CAR.



30 H.P. "R-R" LIMOUSINE.
SIX CYLINDERS.

Length behind dashboard, 106 inches. Tyres, $34 \times 3\frac{1}{2}$ and 35×5 inches.

THREE SPEEDS AND REVERSE.
DIRECT DRIVE ON TOP SPEED.

**From 5 to 55 miles per hour without
changing gear.**

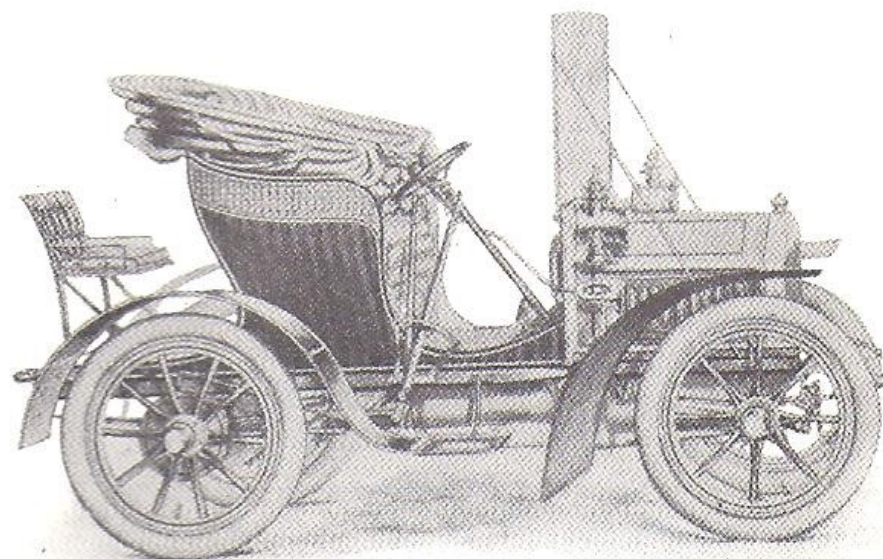
The Most Perfect and Luxurious Car.

With "Barker" six-seated Limousine - **£1,000**

With "Barker" side-entrance Tonneau **£890**

VARIOUS TYPES OF "BARKER" BODIES.

FITTED TO ROLLS-ROYCE
CHASSIS.



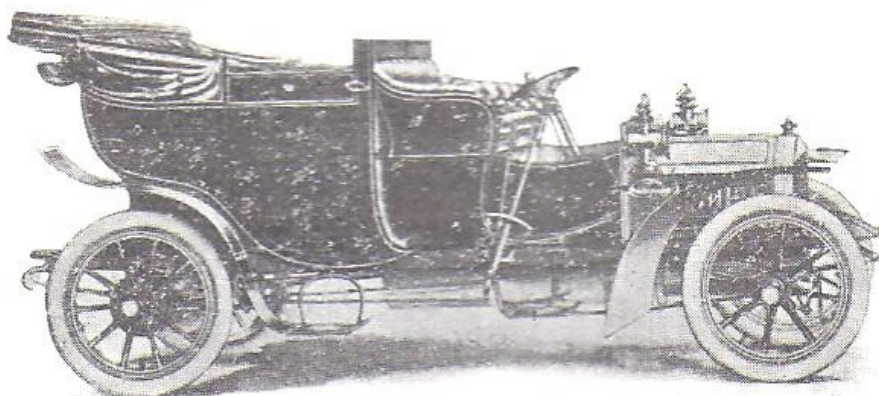
"R-R" PARK PHAETON.

With disappearing back seat, leather hood, and patent leather wings.

The above complete on :

10 h.p., 2-cylinder R-R Car -	£425
15 h.p., 3-cylinder R-R Car -	£510
Extra for Glass Front - - -	£11

15 H.P. ROLLS-ROYCE CAR.



15 H.P. "R-R" LANDAULET.

THREE CYLINDERS.

95 inches behind dashboard. Tyres, $32 \times 3\frac{1}{2}$ inches.

The Ideal lady's carriage for use in town and country.

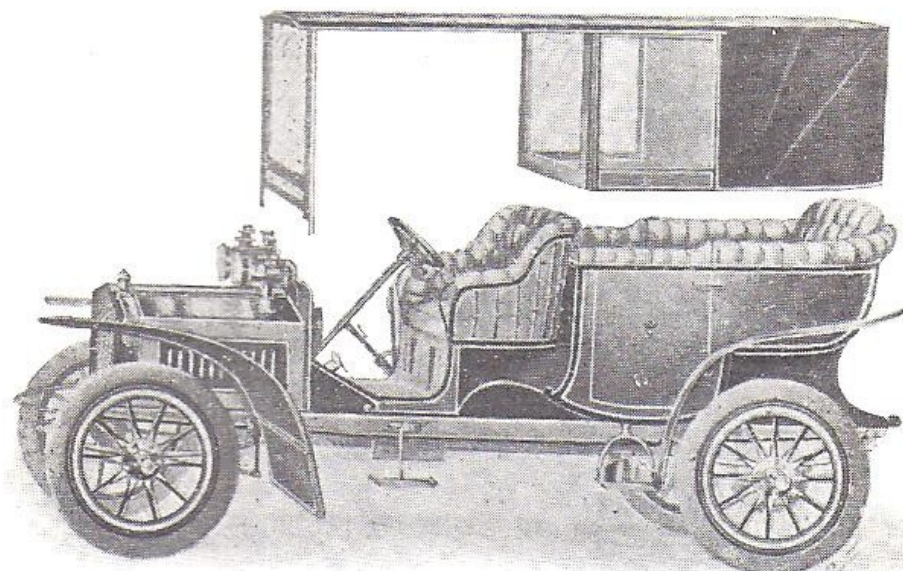
THREE SPEEDS FORWARD AND REVERSE.
DIRECT DRIVE ON TOP SPEED.

Silent and Vibrationless.

PRICES:

With "Barker" Single Landaulet	£550
With "Barker" Side Entrance Tonneau	£500

20 H.P. ROLLS-ROYCE CAR.



20 H.P. "R-R" PHAETON DE LUXE.

FOUR CYLINDERS.

Length behind dashboard 100 inches. Tyres, $34 \times 3\frac{1}{2}$ and 35×5 inches.

THREE SPEEDS AND REVERSE.
DIRECT DRIVE ON TOP SPEED.

Fast. Silent. Easy to control.

With "Barker" side-entrance Tonneau,	£650.
Phaeton de Luxe (as above)	£695.
Extra for Brougham Top, with extension	£60.

PERSONAL ATTENTION TO CLIENTS.

The MANAGEMENT of C. S. ROLLS & Co. is in the hands of



THE HONOURABLE
CHARLES S. ROLLS,
M.A.



— AND —

Mr. CLAUDE JOHNSON,

who, at their Head Offices in Conduit Street, will at all times be pleased to **PERSONALLY INTERVIEW** Clients as to their requirements.

See pages 18 and 19.

THE ROLLS-ROYCE CAR.

C. S. ROLLS & CO. have had practical experience for many years past with all the leading makes of cars. Until recently they have specialized in Panhard cars, which in their opinion, were among the best and most reliable on the market.

In consequence of the number of enquiries received by C. S. ROLLS & CO., and the constant pressure brought to bear upon them to produce in this country a motor vehicle of the **VERY HIGHEST GRADE**, which will compare favourably with the best Continental makes, they have after much experiment perfected and placed upon the market

AN ALL-BRITISH CAR.

In its design has been incorporated what experience has proved to be the best features in the leading types of cars, and to these have been added notable and most valuable improvements.

The vehicle which C. S. ROLLS & CO. now place before the public has been declared by experts to mark the **MOST NOTABLE ADVANCE** that has been made of late years in the brief history of Automobilmism.

WORKS.

The car is manufactured exclusively for C. S. ROLLS & CO. by Messrs. Royce, Ltd., of Hulme, Manchester, established in the year 1884, a firm of the highest standing in the engineering world.

**HONEST BRITISH WORKMANSHIP.
SOUND MATERIAL. BEST FINISH.**

"BARKER" BODIES.

C. S. ROLLS & CO. have made arrangements with MESSRS. BARKER & CO., the celebrated coach-builders of Chandos Street, London, whereby they—ROLLS & CO.—are

SOLE AGENTS FOR "BARKER" BODIES
FOR ALL MOTOR-CARS.

MESSRS. BARKER & CO., coach-makers to

HIS MAJESTY THE KING,

H.R.H. THE PRINCE OF WALES, &c.,

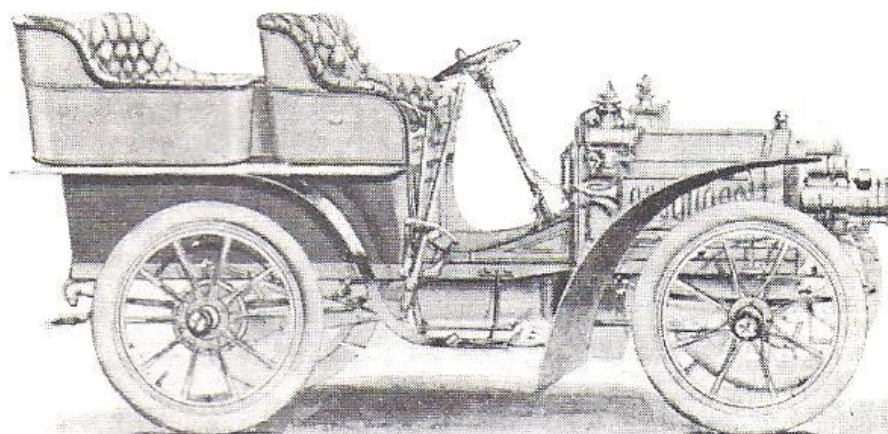
Have been founded for over 200 years, and have held ROYAL WARRANTS as coach-builders to the Kings and Queens of England for many years.

They are renowned the world over for the excellence of their carriage work, and with all modern appliances are constructing for ROLLS & CO. Motor bodies of LIGHT weight in every form and of the VERY HIGHEST QUALITY ever adopted on motor-cars.

C. S. ROLLS & CO. are so convinced of the superiority of MESSRS. BARKER'S carriage work over all others that

**ALL ROLLS-ROYCE CARS WILL BE
FITTED WITH "BARKER" BODIES.**

10 H.P. ROLLS-ROYCE CAR.



10 H.P. "R-R" TONNEAU.

TWO CYLINDERS.

70 inches behind dashboard. Tyres 32 x 3½ inches.

**THREE SPEEDS FORWARD AND REVERSE.
DIRECT DRIVE ON TOP SPEED.**

**The most silent Two-cylinder Car
in the World.**

PRICE:
With "Barker" Tonneau Body **£395.**

MANAGEMENT.

THE HON. CHAS. S. ROLLS, M.A.

Who founded the business in the year 1902, is one of the PIONEERS OF AUTOMOBILISM in England, having driven motor-cars under the four miles-an-hour and red flag regulations, prior to the Act of 1896. MR. ROLLS was educated at Eton and graduated in Mechanical Engineering and Applied Sciences at the University of Cambridge, after which he made a study of practical mechanics and holds a marine engineer's certificate. He is well known as a driver, and has competed in the leading Continental Races—Paris to Ostend, Paris to Boulogne, Bordeaux to Biarritz, Paris to Berlin, Paris to Vienna, Paris to Madrid, etc. He won several prizes in connection with the first Automobile Exhibition held in England, and was awarded the GOLD MEDAL for the most meritorious performance in the Thousand Miles Trial of 1900. He has won numerous other prizes, and has several times established the WORLD'S RECORD for speed.

MR. ROLLS is the author of various papers on Motor Cars, the development of mechanical road locomotion, etc., and is a writer in the Encyclopædia Britannica and the Badminton Library.

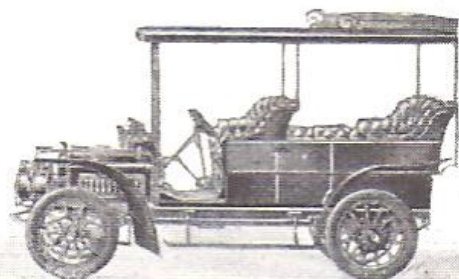
MANAGEMENT.

MR. CLAUDE JOHNSON,

As SECRETARY OF THE AUTOMOBILE CLUB from 1897 until his retirement in 1903, made a reputation as an organizer in connection with the FIRST special EXHIBITION of motor cars ever held in this country in 1899, the 1,000 miles' trial of 1900, and subsequent trials, the first automobile speed-trials held in England, the suggestion that the GORDON BENNETT race should be run in Ireland, the selection of the route there, and all the earlier part of the organization for the Gordon Bennett race in Ireland in 1903. He was a member of the INTERNATIONAL COMMISSION for the Gordon Bennett Cup in 1902, and is a member of the International Commission for the British Motor-Boat Cup, and HONORARY MEMBER of the Automobile Club of Switzerland, etc. MR. JOHNSON has had exceptional experience with a large variety of cars, and has himself driven his own cars in many of the principal competitions held in this country.

"BARKER" BODIES ON ROLLS-ROYCE CHASSIS.

TONNEAU, Side Entrance.



The above complete on:

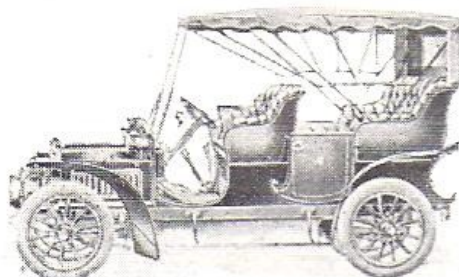
15 h.p., 3-cylinder **R-R** Car - - £510

20 h.p., 4-cylinder **R-R** Car - - £660

30 h.p., 6-cylinder **R-R** Car - - £900

Extra for Canopy from £26 to £30.
Acetylene Lamps extra.

ROI DES BELGES, Side Entrance.



The above complete on:

15 h.p., 3-cylinder **R-R** Car - - £530

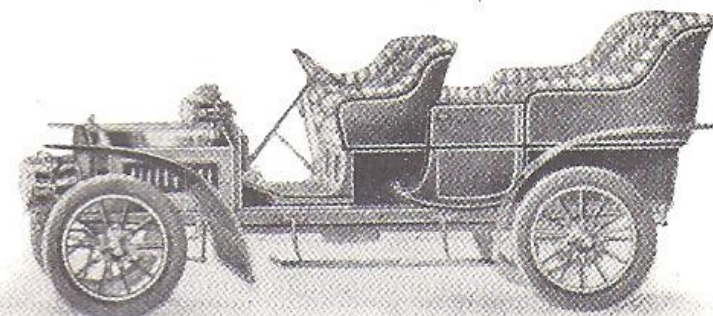
20 h.p., 4-cylinder **R-R** Car - - £680

30 h.p., 6-cylinder **R-R** Car - - £920

Extra for Cape Hood from £14.
Acetylene Lamps extra.

"BARKER" BODIES ON ROLLS-ROYCE CHASSIS.

PHAETON DE LUXE, Side Entrance.



The above complete on:

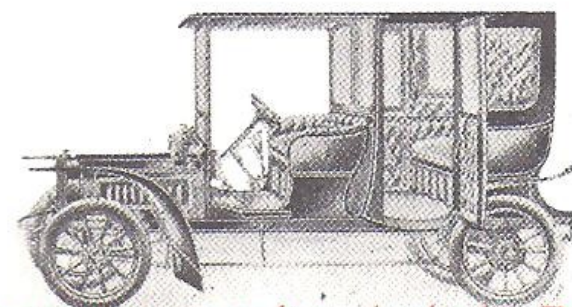
15 h.p., 3-cylinder **R-R** Car - - £545

20 h.p., 4-cylinder **R-R** Car - - £695

30 h.p., 6-cylinder **R-R** Car - - £930

Acetylene Lamps extra.

"R-R" BROUGHAM
(with Extension.)



The above complete on 30 h.p., 6-cylinder **R-R** Car:

Two-seated Brougham - - - £935

Four-seated Brougham - - - £950

Including Patent Leather Wings.

THE ROLLS-ROYCE CAR.

MANUFACTURE.

The ROLLS-ROYCE Car is constructed in a factory covering 5 acres of ground, equipped with the most modern tools and appliances, and in which none but the most up-to-date methods of manufacture are permitted. Only the finest steel and other materials are employed in its construction. In short, the ROLLS-ROYCE chassis is

A MODEL OF ACCURATE AND SCIENTIFIC CONSTRUCTION.

In their new car C. S. ROLLS & Co. have attained an unequalled combination of

**SIMPLICITY, SILENCE, LIGHTNESS & STRENGTH
ABSOLUTE RELIABILITY, EASE OF MANAGEMENT
& ECONOMY OF UPKEEP.**

SIMPLICITY.

C. S. ROLLS & Co. have aimed at producing a car that "A FOOL CAN DRIVE."

The mechanism of the Rolls-Royce car is SIMPLICITY ITSELF and is practically "FOOL-PROOF."

There are FEWER PARTS than in any other car of the kind.

The Engine

Is entirely closed in (though readily accessible at will), is self lubricating in all its moving parts, self-cooling, and its carburation is automatic.

The Ignition

Is of the simplest form, designed with the greatest care and thoroughness, and has given the utmost satisfaction *during thousands of miles of running.*

The Cooling

Of the motor is effected by a patent honeycomb radiator, and a simple gear-driven valveless pump which CANNOT FAIL. Only a small quantity of water is carried.

THE ROLLS-ROYCE CAR.

The Power

Is transmitted from the engine to the back wheels by simple gear wheels running in oil; CHAINS, with all their objectionable features of noise, wear and tear, etc., have been ABOLISHED.

The Brakes

Are independent, extremely powerful, act EITHER FORWARDS OR BACKWARDS, and do not rattle.

ECONOMY & RELIABILITY.

The mechanism is designed, as to size of bearings, certainty of lubrication to all parts, and protection from dirt and grit, with a view to constant hard work in unskilled hands WITHOUT ATTENTION or REPAIRS.

No expense has been spared, either in material, workmanship, or to prevent the possibility of BREAKDOWN.

Carburator.

The "R-R" Automatic CARBURATOR gives a perfect carburation at ALL speeds, thus reducing the consumption of FUEL to a minimum. Such is the flexibility of the engine that the car may be driven from rest to the maximum speed without changing gear.

Weight.

The careful design and study of each and every part in relation to the strain it has to bear, and the employment of the finest and most suitable material for each purpose (regardless of cost) has resulted in the production of the LIGHTEST CAR OF ITS TYPE (for the same strength) that has yet been produced.

Economy in Tyres.

Great ECONOMY IN TYRES is secured by this special feature of LIGHTNESS with strength.

In short, the cost of UPKEEP of an "R-R" Car will be found to be EXCEPTIONALLY LOW.

EASY TO DRIVE AND LOOK AFTER

It is not necessary to employ a skilled and expensive CHAUFFEUR.

The mechanism of the "R-R" car, as already explained, is so simple that the merest novice can learn it throughout in a few hours.

When driving, there is no carburation or mixture to adjust, there are no meters or gauges to look after, the steering, brakes and regulation of speed are all that require attention; the rest will look after itself.

THE ROLLS-ROYCE CAR.

SILENCE.

All who have tried one of these cars declare it to be the quietest yet produced. It is certainly unique in this respect.

The engine is so accurately balanced, and the carburation so perfect that when the car is standing still there is an entire absence of noise and vibration, which makes it almost impossible to tell whether the engine is revolving or at rest.

Direct Drive.

The top speed is a "direct drive," and when running, not a sound can be heard but the rush of air past the car or the "swish" of the mud on the road.

Gear Wheels.

The teeth of the gear wheels are cut by special and very expensive machinery, which ensures the most accurate work, a very high efficiency, and silence of running.

— FINALLY —

THE ROLLS-ROYCE CAR IS NO EXPERIMENT

Having covered 15,000 miles, and having been submitted to EVERY KIND OF TEST, before being placed on the market.

FULL DETAILED SPECIFICATION

— OF THE — ROLLS-ROYCE CAR

Will be mailed free to any part of the world on application to

C. S. ROLLS & Co., 14 and 15, Conduit St., Regent St, London, W.

NOTE.—Every ROLLS-ROYCE Car is sent out complete with full kit of tools and spare parts, two magnificent brass headlights with double lenses, horn, and regulation tail lamp, WITHOUT EXTRA CHARGE.

TERMS OF BUSINESS.

PAYMENTS.

Orders for cars must be accompanied by a remittance of one-third of purchase price, the balance being payable when the car is ready for delivery at our works.

Cheques should be made payable to "C. S. Rolls and Co." and crossed "Barclay and Co., Ltd."

CARRIAGE

On goods forwarded by us is payable by Consignee. Parts sent to us for renewal or repair must be carriage paid and bear the name and address of the Sender.

PACKING.

Goods are packed by us with great care; we do not, however, hold ourselves responsible for any loss or damage in transit.

CASES

And Packing are charged for at cost, and are not returnable.

DELIVERY.

All quotations are for delivery at our Works in London, unless otherwise specially agreed by us, and goods are forwarded by rail or road at purchasers' risk, responsibility, and expense.

GUARANTEE AS TO ROLLS-ROYCE CARRIAGES.

In the manufacture of our cars we use all reasonable care and skill to ensure the selection and use of the best materials and the best workmanship. Accordingly in lieu of the warranty or guarantee as to the fitness for the purposes for which they are sold or otherwise implied by Common Law, Statute, or otherwise, which warranty or guarantee are in all cases excluded, we give to those purchasing from us the following guarantee with all new ROLLS-ROYCE cars purchased from us:

If any part of a new ROLLS-ROYCE car supplied by us should under normal conditions be found to be defective within three calendar months from the despatch thereof through faulty material or workmanship, we guarantee and agree, provided notice of the defect be communicated to us in writing at our head office forthwith on its discovery, with the number of the car and date of sale by us, and the car or the defective part unaltered and unrepaired by others than ourselves and such other parts as we may require be delivered to us carriage paid at our works with all reasonable despatch, to repair the defect FREE OF CHARGE, or we will similarly supply a replica of the part.

Our guarantee does not apply to tyres, lamps, batteries and other articles not of our manufacture.

CUSTOMERS' CARS

Are driven by Members of our Staff at Customers' own risk and responsibility.

MODIFICATIONS IN CATALOGUE.

This Catalogue is subject to modification without notice.

SOME OF C. S. ROLLS =& CO.'S PATRONS.=

H.R.H. THE CROWN PRINCE OF ROUMANIA
H.S.H. PRINCE D'ARENBERG.
H.S.H. PRINCESS BLUCHER.
H.S.H. PRINCE POTENZIANI.
HIS GRACE THE DUKE OF SUTHERLAND.
(President Automobile Club).
HIS GRACE THE DUKE OF MANCHESTER.
MAJOR-GENERAL THE EARL OF DUNDONALD, C.B.
THE RT. HON. THE EARL OF VERULAM.
THE RT. HON. THE VISCOUNT CLIFDEN.
THE RT. HON. LORD RAGLAN.
(Governor of the Isle of Man).
THE RT. HON. LORD SUFFIELD, P.C., K.C.B.
THE RT. HON. LORD BRASSEY, K.C.B.
THE RT. HON. LORD DUNSANY.
THE RT. HON. LORD LLANGATTOCK.
THE LORD WILLOUGHBY DE ERESBY, M.P.
THE LORD DALMENY.
THE BARON DE ZUYLEN.
(President of the Automobile Club de France).
THE BARON DE FOREST.
THE RT. HON. SIR FRANCIS JEUNE, P.C., K.C.B.
(President Probate Division).
THE HON. SIR SWINFEN EADY.
(Judge of the High Court).
SIR DAVID SALOMONS, BART.
SIR JAMES BLYTH, BART.
SIR THOMAS LIPTON, BART.
Etc., Etc.

JAN., 1905.

Complete specification will
be sent on application to
C. S. ROLLS & CO.,
14 & 15, Conduit Street,
London, W.

See post-card enclosed.

January, 1905.